

ABSTRACT

Tourism is one of the most important and influential industrial sectors to the economic development of each country. In addition, the tourism sector is also considered easy to bring the country's foreign exchange in a relatively short time because the sector is easy to develop. Therefore, the tourism sector began to be taken seriously by the ASEAN countries.

This research is intended to know the role and program of ASEAN through ASEAN Tourism Forum (ATF) as a regional tourism cooperation forum in Malaysia